

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method comprising:  
  
displaying a first television program on a video screen, said first television program comprising a segment;  
  
changing the subject matter displayed on the video screen so that the video screen no longer displays said first television program during said segment, wherein after said changing of the subject matter, the video screen ~~comprising~~ comprises a window region continuing to display an indication of the first television program segment simultaneously with a main program screen, wherein said main program screen displays information other than said first television program.
2. (Original) Method of claim 1 further comprising modifying what is displayed in said window region when said segment is over.
3. (Original) Method of claim 1 wherein said window region is a banner advertising products and/or services.
4. (Original) Method of claim I wherein said window region displays a thumbnail commercial.
5. (Original) Method of claim 1 wherein said segment is a commercial.

6. (Original) Method of claim 5 wherein said window region displays a banner indicative of a product being advertised during said commercial.
7. (Original) Method of claim 1 wherein said changing of said subject matter comprises using said video screen to access the internet.
8. (Currently Amended) Method of claim ~~1~~ 1 wherein said changing of said subject matter comprises viewing another regularly received television channel on said video screen.
9. (Original) Method of claim 1 wherein a link is associated with said window region, said method further comprising invoking said link.
10. (Original) Method of claim 9 wherein said link is to a web page.
11. (Currently Amended) Method comprising:  
broadcasting a first video program signal, said first video program comprising a segment;  
and  
providing additional signal information to be displayed in a window on a video screen while simultaneously displaying information other than said first video program if a viewer of the video program changes the channel or uses the video screen to display information other than

said first video program during said segment.

12. (Original) Method of claim 11 wherein said additional signal information to be displayed is included in a portion of a video signal that does not normally contain visual information.

13. (Original) Method of claim 12 wherein said portion of said video signal comprises a retrace interval or a blanking interval.

14. (Original) Method of claim 11 wherein said segment is a television commercial.

15. (Original) Method of claim 11 further comprising broadcasting information corresponding to a link, said link being associated with said banner so that a viewer can click on said banner.

16. (Original) Method of claim 15 wherein said link is to a web page.

17. (Previously Amended) Video system comprising:  
a screen for displaying a video program;  
circuitry for receiving a video signal from a first source and displaying said video signal on said screen, said video signal comprising a segment, said circuitry also receiving other visual information from at least one other source and displaying said visual information on said screen, said video screen displaying an additional window displaying a banner advertisement

or indicating a status of said segment provided to said circuitry while said video screen displays said other visual information.

18. (Original) System of claim 17 wherein said video signal is a television program broadcast and said segment is a commercial.

19. (Previously Amended) System of claim 18 wherein said video signal comprises a time marker for indicating the time duration of said commercial in said additional window.

20. (Previously Amended) System of claim 19 wherein said video system includes means for determining when said commercial is over and thereafter resumes displaying said video signal.

21. (Original) System of claim 17 wherein said other visual information comprises a web page.

22. (Previously Amended) System of claim 17 wherein said additional window includes a link.

23. (Original) System of claim 22 wherein said link is a URL link.

24. (Previously Amended) System of claim 22 wherein said banner advertisement provides information corresponding to an advertisement being shown in said video signal of

the first source.

25. (Currently Amended) Apparatus for broadcasting a signal comprising:  
a first transmitting structure providing a video signal broadcast, said video signal comprising a segment; and

means for providing information to a video display system corresponding to a window that can be displayed on a portion of a screen which sets forth a banner advertisement or a status of said video signal broadcast while the screen displays video information that is not the segment.

26. (Original) Apparatus of claim 25 wherein said segment is a commercial.

27. (Original) Apparatus of claim 25 wherein information is communicated in said signal corresponding to a link, whereby a viewer of said banner can execute said link.

28. (Original) Apparatus of claim 27 wherein said link is to a web page.

29. (Original) Apparatus of claim 25 wherein said segment comprises a plurality of commercials, and said banner changes as said commercials change.

30. (Currently Amended) A method comprising:  
providing to one or more viewers a second signal containing images for one or more small windows or banners to be displayed on a video screen when a

signal is changed during a segment of a first signal; and

tracking the amount of time the windows are displayed on said video screen.

31. (Original) Method of claim 1 wherein said small windows or banners are provided to video systems as part of a television broadcast.

32. (Original) Method of claim 30 wherein said one or more small windows or banners display advertisements.

33. (Original) Method of claim 32 further comprising compensating a viewer for leaving said one or more windows or banners on said screen based on said tracking.

34. (Original) Apparatus comprising:

a transmitter for transmitting a second signal containing one or more windows or banners to a set of viewers when a signal is changed during a segment of a first signal;

a communication channel for communicating whether said one or more windows or banners are being displayed on a video screen; and

a memory for tracking whether said one or more banners are being displayed on the video screen.

35. (Original) Apparatus of claim 34 wherein the memory tracks the amount of time said one or more banners are being displayed on the video screen.

36. (Currently Amended) A method comprising:

displaying a first video program on a video screen;

displaying one or more small windows or banners on said video screen during said video program when the subject matter of the video screen is changed during a segment of said first video program, said windows or banners capable of remaining on screen despite a user changing the channel or performing other tasks; and

turning one or more of said small windows or banners on or off to either permit or prevent the viewing of said small windows without disturbing the content being displayed on the rest of said video screen, wherein the turning one or more of the small windows or banners on or off is performed by a viewer.

37. (Original) Method of claim 36 wherein said turning one or more of said small windows on or off is accomplished with a remote control device.

38. (Currently Amended) Apparatus comprising:

a screen for displaying a first video signal;

circuitry for causing an image to be displayed on said screen when the first video signal is changed during a segment of said first video signal, said circuitry selectively causing small windows or banners to also be displayed on said screen, said circuitry capable of keeping said small windows or banners on said screen despite a user changing the channel or performing other tasks; and

a control mechanism for permitting a user to cause said small windows or banners to be displayed on or removed from said screen.

39. (Currently Amended) A method comprising:

providing a video program to a video system, said video system displaying said program on a video screen;

providing one or more small status windows or advertisement banners to the video system during said video program, said status windows or advertisement banners capable of remaining on screen despite a user changing the channel or performing other tasks; and

causing said video system to turn off said one or more small status windows or advertisement banners while a commercial is being displayed.

40. (Original) Method of claim 39 wherein said act of causing is accomplished by ceasing the providing of said one or more small windows or banners to the video system.

41. (Original) Method of claim 39 wherein said act of causing is accomplished by sending the video system a signal causing said video system to cease displaying said one or more small windows or banners.

42. (Currently Amended) Apparatus comprising:

a broadcast system for broadcasting a video signal containing a video program;

first means for providing a signal containing a small status window or banner advertisement to be displayed on video screens showing said video program, said small status window or banner advertisement capable of remaining onscreen despite a user changing the channel or performing other tasks;



second means for causing the video screens to cease displaying the small status window or banner advertisement.

43. (Original) Apparatus of claim 42 wherein the second means sends a signal to video systems containing the video screens causing the video screens to cease displaying the small window or banner.

44. (Original) Apparatus of claim 42 wherein the small window or banner contains advertisements, and the second means causes the video screens to cease displaying the small window or banner during commercials.

45. (Previously Amended) A method comprising:  
displaying a video program on a video screen;  
displaying one or more small status windows or advertisement banners on said video screen during said video program, said small status windows or advertisement banners capable of remaining despite a user changing the channel or performing other tasks ; and

adjusting the position and/or location of said one or more small status windows or advertisement banners, wherein the position and/or location of the one or more small status windows or advertisement banners is accomplished by the viewer.

46. (Previously Amended) Apparatus comprising:  
a video screen for displaying a video program;

circuitry for receiving a signal corresponding to one or more small status windows or advertisement banners to be displayed on the video screen, said small status windows or advertisement banners capable of remaining despite a user changing the channel or performing other tasks; and

a control device for permitting a viewer to adjust the size and location of the one or more small status windows or advertisement banners.

47. (Original) Method comprising:

broadcasting a video program;

transmitting content for one or more advertising windows or banners to be displayed during said video program; and

tracking the amount of time viewers display said one or more advertising windows on video display screens.

48. (Original) Method of claim 47 wherein said tracking is accomplished using an electronic or magnetic memory device.